

Patent Claims:

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1. Method for inducing a red coloration by anthocyanins in plants and/or fruit which basically produce anthocyanin, which do not turn red naturally in the ripening process, or in stored fruit not colored red, by irradiation with UVB light or a mixture of UVB and white light.
2. Method according to claim 1, in that the irradiation based on the wattage output contains at least 10% light in UVB light wavelength ranges between 280 and 315 nm, preferably at least 20%.
3. Method according to claims 1 or 2, in that the fruit is selected from apples and pears.
4. Method according to claim 3, in that the apples are preferably selected from the varieties *Golden Delicious*, *Zitronenapfel*, *Granny Smith*, and *Mutsu*.
5. Method according to one of the claims 1 through 4, in that the plants and/or fruit are irradiated over a period of between 6 hours and several days, preferably between 12 hrs and 72 hrs.
6. Method according to one of the claims 1 through 5, in that the irradiation is performed at a temperature of 0 to 30°C, preferably at 5 to 25°C.
7. Method according to one of the claims 1 through 6, in that the distance to the plants and/or fruit to be irradiated to the light source(s) is up to 3 m, preferably 25 to 100 cm.
8. Method according to one of the claims 1 through 7, in that the fruit is stored in a dark place after irradiation.

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Cont.
9. Method according to claim 8, in that irradiation takes place over a period of 12 to 72 hrs, and subsequent storage in a dark place takes place for at least 2 days at 0-10°C.
 10. Method according to claims 8 or 9, in that after irradiation, the fruit is stored either in a ULO or CA storage.
 11. Method according to one of the claims 1 through 10, in that in order to leave out any anthocyanin coloration in any desirable shape, an opaque cover in such a shape is applied to the plants and/or fruit with little or no coloration before the irradiation process, and then removing this cover after completion of the irradiation.
 12. A plant and/or fruit of a not naturally reddening variety, which contains an anthocyanin red coloration, and is available after a method applied according to one of the claims 1 through 11.
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